



2010 Census Profile

Chula Vista City, CA [All CV]
 Chula Vista City, CA (0613392)
 Geography: Place

Prepared by Esri

	2000	2010	2000-2010 Annual Rate
Population	175,855	243,916	3.33%
Households	58,336	75,515	2.61%
Housing Units	60,125	79,416	2.82%
Population by Race			
		Number	Percent
Total		243,916	100.0%
Population Reporting One Race		229,654	94.2%
White		130,991	53.7%
Black		11,219	4.6%
American Indian		1,880	0.8%
Asian		35,042	14.4%
Pacific Islander		1,351	0.6%
Some Other Race		49,171	20.2%
Population Reporting Two or More Races		14,262	5.8%
Total Hispanic Population		142,066	58.2%
Population by Sex			
Male		118,145	48.4%
Female		125,771	51.6%
Population by Age			
Total		243,916	100.0%
Age 0 - 4		17,471	7.2%
Age 5 - 9		18,261	7.5%
Age 10 - 14		19,822	8.1%
Age 15 - 19		20,266	8.3%
Age 20 - 24		16,987	7.0%
Age 25 - 29		16,539	6.8%
Age 30 - 34		16,907	6.9%
Age 35 - 39		18,302	7.5%
Age 40 - 44		18,653	7.6%
Age 45 - 49		17,850	7.3%
Age 50 - 54		15,890	6.5%
Age 55 - 59		12,644	5.2%
Age 60 - 64		9,885	4.1%
Age 65 - 69		7,077	2.9%
Age 70 - 74		5,807	2.4%
Age 75 - 79		4,638	1.9%
Age 80 - 84		3,582	1.5%
Age 85+		3,335	1.4%
Age 18+		175,790	72.1%
Age 65+		24,439	10.0%

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

Households by Type		
Total	75,515	100.0%
Households with 1 Person	12,581	16.7%
Households with 2+ People	62,934	83.3%
Family Households	59,408	78.7%
Husband-wife Families	42,153	55.8%
With Own Children	22,915	30.3%
Other Family (No Spouse Present)	17,255	22.8%
With Own Children	8,827	11.7%
Nonfamily Households	3,526	4.7%
All Households with Children	36,064	47.8%
Multigenerational Households	7,373	9.8%
Unmarried Partner Households	4,234	5.6%
Male-female	3,731	4.9%
Same-sex	503	0.7%
Average Household Size	3.21	

Family Households by Size		
Total	59,408	100.0%
2 People	15,587	26.2%
3 People	13,661	23.0%
4 People	14,833	25.0%
5 People	8,450	14.2%
6 People	3,828	6.4%
7+ People	3,049	5.1%
Average Family Size	3.60	

Nonfamily Households by Size		
Total	16,107	100.0%
1 Person	12,581	78.1%
2 People	2,658	16.5%
3 People	533	3.3%
4 People	183	1.1%
5 People	84	0.5%
6 People	45	0.3%
7+ People	23	0.1%
Average Nonfamily Size	1.31	

Population by Relationship and Household Type		
Total	243,916	100.0%
In Households	242,180	99.3%
In Family Households	221,082	90.6%
Householder	59,408	24.4%
Spouse	42,153	17.3%
Child	92,500	37.9%
Other relative	20,052	8.2%
Nonrelative	6,969	2.9%
In Nonfamily Households	21,098	8.6%
In Group Quarters	1,736	0.7%
Institutionalized Population	1,080	0.4%
Noninstitutionalized Population	656	0.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Family Households by Age of Householder		
Total	59,408	100.0%
Householder Age 15 - 44	27,305	46.0%
Householder Age 45 - 54	14,981	25.2%
Householder Age 55 - 64	9,126	15.4%
Householder Age 65 - 74	4,502	7.6%
Householder Age 75+	3,494	5.9%
Nonfamily Households by Age of Householder		
Total	16,107	100.0%
Householder Age 15 - 44	5,234	32.5%
Householder Age 45 - 54	2,557	15.9%
Householder Age 55 - 64	2,853	17.7%
Householder Age 65 - 74	2,374	14.7%
Householder Age 75+	3,089	19.2%
Households by Race of Householder		
Total	75,515	100.0%
Householder is White Alone	44,194	58.5%
Householder is Black Alone	4,265	5.6%
Householder is American Indian Alone	610	0.8%
Householder is Asian Alone	10,040	13.3%
Householder is Pacific Islander Alone	418	0.6%
Householder is Some Other Race Alone	13,119	17.4%
Householder is Two or More Races	2,869	3.8%
Households with Hispanic Householder	37,745	50.0%
Husband-wife Families by Race of Householder		
Total	42,153	100.0%
Householder is White Alone	24,379	57.8%
Householder is Black Alone	1,873	4.4%
Householder is American Indian Alone	311	0.7%
Householder is Asian Alone	6,896	16.4%
Householder is Pacific Islander Alone	224	0.5%
Householder is Some Other Race Alone	6,957	16.5%
Householder is Two or More Races	1,513	3.6%
Husband-wife Families with Hispanic Householder	20,970	49.7%
Other Families (No Spouse) by Race of Householder		
Total	17,255	100.0%
Householder is White Alone	9,250	53.6%
Householder is Black Alone	1,121	6.5%
Householder is American Indian Alone	172	1.0%
Householder is Asian Alone	1,677	9.7%
Householder is Pacific Islander Alone	111	0.6%
Householder is Some Other Race Alone	4,162	24.1%
Householder is Two or More Races	762	4.4%
Other Families with Hispanic Householder	10,806	62.6%
Nonfamily Households by Race of Householder		
Total	16,107	100.0%
Householder is White Alone	10,565	65.6%
Householder is Black Alone	1,271	7.9%
Householder is American Indian Alone	127	0.8%
Householder is Asian Alone	1,467	9.1%
Householder is Pacific Islander Alone	83	0.5%
Householder is Some Other Race Alone	2,000	12.4%
Householder is Two or More Races	594	3.7%
Nonfamily Households with Hispanic Householder	5,969	37.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Total Housing Units by Occupancy

Total	79,416	100.0%
Occupied Housing Units	75,515	95.1%
Vacant Housing Units		
For Rent	1,500	1.9%
Rented, not Occupied	70	0.1%
For Sale Only	1,077	1.4%
Sold, not Occupied	181	0.2%
For Seasonal/Recreational/Occasional Use	309	0.4%
For Migrant Workers	0	0.0%
Other Vacant	764	1.0%
Total Vacancy Rate	4.9%	

Households by Tenure and Mortgage Status

Total	75,515	100.0%
Owner Occupied	43,855	58.1%
Owned with a Mortgage/Loan	36,475	48.3%
Owned Free and Clear	7,380	9.8%
Average Household Size	3.27	
Renter Occupied	31,660	41.9%
Average Household Size	3.12	

Owner-occupied Housing Units by Race of Householder

Total	43,855	100.0%
Householder is White Alone	27,500	62.7%
Householder is Black Alone	1,726	3.9%
Householder is American Indian Alone	278	0.6%
Householder is Asian Alone	7,153	16.3%
Householder is Pacific Islander Alone	228	0.5%
Householder is Some Other Race Alone	5,474	12.5%
Householder is Two or More Races	1,496	3.4%
Owner-occupied Housing Units with Hispanic Householder	18,681	42.6%

Renter-occupied Housing Units by Race of Householder

Total	31,660	100.0%
Householder is White Alone	16,694	52.7%
Householder is Black Alone	2,539	8.0%
Householder is American Indian Alone	332	1.0%
Householder is Asian Alone	2,887	9.1%
Householder is Pacific Islander Alone	190	0.6%
Householder is Some Other Race Alone	7,645	24.1%
Householder is Two or More Races	1,373	4.3%
Renter-occupied Housing Units with Hispanic Householder	19,064	60.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	3.04
Householder is Black Alone	2.78
Householder is American Indian Alone	3.39
Householder is Asian Alone	3.45
Householder is Pacific Islander Alone	3.51
Householder is Some Other Race Alone	3.69
Householder is Two or More Races	3.32
Householder is Hispanic	3.58

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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	2010-2014 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	253,031		57	High
Total Households	77,062		1,018	High
Total Housing Units	84,682		1,240	High
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	44,842	100.0%	919	High
Housing units with a mortgage/contract to purchase/similar debt	34,896	77.8%	899	High
Second mortgage only	2,751	6.1%	395	High
Home equity loan only	4,642	10.4%	522	High
Both second mortgage and home equity loan	613	1.4%	236	Medium
No second mortgage and no home equity loan	26,890	60.0%	902	High
Housing units without a mortgage	9,946	22.2%	579	High
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	\$380,748		\$17,916	High
Housing units without a mortgage	\$272,207		\$26,713	High
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	32,220	100.0%	933	High
With cash rent	31,561	98.0%	910	High
Less than \$100	79	0.2%	57	Low
\$100 to \$149	129	0.4%	86	Low
\$150 to \$199	61	0.2%	71	Low
\$200 to \$249	513	1.6%	137	Medium
\$250 to \$299	265	0.8%	103	Medium
\$300 to \$349	157	0.5%	79	Medium
\$350 to \$399	71	0.2%	67	Low
\$400 to \$449	213	0.7%	89	Medium
\$450 to \$499	181	0.6%	85	Medium
\$500 to \$549	225	0.7%	101	Medium
\$550 to \$599	154	0.5%	84	Medium
\$600 to \$649	394	1.2%	161	Medium
\$650 to \$699	156	0.5%	72	Medium
\$700 to \$749	585	1.8%	164	Medium
\$750 to \$799	1,130	3.5%	235	Medium
\$800 to \$899	3,197	9.9%	454	High
\$900 to \$999	2,709	8.4%	358	High
\$1,000 to \$1,249	6,528	20.3%	623	High
\$1,250 to \$1,499	4,524	14.0%	490	High
\$1,500 to \$1,999	6,264	19.4%	574	High
\$2,000 or more	4,026	12.5%	505	High
No cash rent	659	2.0%	187	Medium
Median Contract Rent	\$1,213		\$21	High
Average Contract Rent	\$1,317		\$60	High
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	32,220	100.0%	933	High
Pay extra for one or more utilities	30,227	93.8%	904	High
No extra payment for any utilities	1,993	6.2%	400	Medium



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HOUSING UNITS BY UNITS IN STRUCTURE				
Total	84,682	100.0%	1,240	High
1, detached	45,327	53.5%	1,007	High
1, attached	9,821	11.6%	714	High
2	1,003	1.2%	218	Medium
3 or 4	3,570	4.2%	410	High
5 to 9	3,417	4.0%	374	High
10 to 19	3,651	4.3%	598	High
20 to 49	3,398	4.0%	395	High
50 or more	10,483	12.4%	635	High
Mobile home	3,938	4.7%	363	High
Boat, RV, van, etc.	74	0.1%	66	Low
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	84,682	100.0%	1,240	High
Built 2010 or later	846	1.0%	214	Medium
Built 2000 to 2009	19,758	23.3%	786	High
Built 1990 to 1999	13,243	15.6%	744	High
Built 1980 to 1989	9,934	11.7%	577	High
Built 1970 to 1979	11,759	13.9%	559	High
Built 1960 to 1969	14,075	16.6%	728	High
Built 1950 to 1959	11,498	13.6%	633	High
Built 1940 to 1949	2,295	2.7%	253	High
Built 1939 or earlier	1,274	1.5%	237	High
Median Year Structure Built	1981		2	High
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	77,062	100.0%	1,018	High
Owner occupied				
Moved in 2010 or later	6,971	9.0%	699	High
Moved in 2000 to 2009	21,996	28.5%	895	High
Moved in 1990 to 1999	7,784	10.1%	464	High
Moved in 1980 to 1989	3,275	4.2%	317	High
Moved in 1970 to 1979	2,932	3.8%	240	High
Moved in 1969 or earlier	1,884	2.4%	219	High
Renter occupied				
Moved in 2010 or later	15,529	20.2%	980	High
Moved in 2000 to 2009	14,619	19.0%	759	High
Moved in 1990 to 1999	1,501	1.9%	210	High
Moved in 1980 to 1989	368	0.5%	119	Medium
Moved in 1970 to 1979	131	0.2%	68	Medium
Moved in 1969 or earlier	72	0.1%	47	Medium
Median Year Householder Moved Into Unit	2006		1	High



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OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	77,062	100.0%	1,018	
Utility gas	55,578	72.1%	1,221	
Bottled, tank, or LP gas	1,309	1.7%	278	
Electricity	17,864	23.2%	845	
Fuel oil, kerosene, etc.	17	0.0%	27	
Coal or coke	0	0.0%	29	
Wood	295	0.4%	123	
Solar energy	102	0.1%	56	
Other fuel	0	0.0%	29	
No fuel used	1,897	2.5%	366	
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	77,062	100.0%	1,018	
Owner occupied				
No vehicle available	1,302	1.7%	221	
1 vehicle available	8,842	11.5%	636	
2 vehicles available	20,072	26.0%	868	
3 vehicles available	9,710	12.6%	690	
4 vehicles available	3,321	4.3%	410	
5 or more vehicles available	1,595	2.1%	339	
Renter occupied				
No vehicle available	3,023	3.9%	477	
1 vehicle available	14,086	18.3%	918	
2 vehicles available	11,597	15.0%	650	
3 vehicles available	2,607	3.4%	429	
4 vehicles available	737	1.0%	225	
5 or more vehicles available	170	0.2%	82	
Average Number of Vehicles Available	1.9		0.0	

Data Note: N/A means not available.

2010-2014 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2010-2014 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



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TOTALS				
Total Population	253,031		57	High
Total Households	77,062		1,018	High
Total Housing Units	84,682		1,240	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	242,444	100.0%	966	High
Enrolled in school	77,796	32.1%	2,079	High
Enrolled in nursery school, preschool	3,660	1.5%	496	High
Public school	2,269	0.9%	392	High
Private school	1,391	0.6%	323	Medium
Enrolled in kindergarten	3,779	1.6%	505	High
Public school	3,399	1.4%	481	High
Private school	380	0.2%	155	Medium
Enrolled in grade 1 to grade 4	15,066	6.2%	963	High
Public school	14,025	5.8%	954	High
Private school	1,041	0.4%	283	Medium
Enrolled in grade 5 to grade 8	14,896	6.1%	923	High
Public school	13,693	5.6%	914	High
Private school	1,203	0.5%	321	Medium
Enrolled in grade 9 to grade 12	17,475	7.2%	1,028	High
Public school	16,291	6.7%	1,006	High
Private school	1,184	0.5%	310	Medium
Enrolled in college undergraduate years	20,114	8.3%	1,282	High
Public school	17,234	7.1%	1,250	High
Private school	2,880	1.2%	415	High
Enrolled in graduate or professional school	2,806	1.2%	456	High
Public school	1,362	0.6%	269	Medium
Private school	1,444	0.6%	356	Medium
Not enrolled in school	164,648	67.9%	1,905	High
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	27,412	100.0%	1,017	High
Living in Households	26,810	97.8%	992	High
Living in Family Households	20,190	73.7%	991	High
Householder	8,118	29.6%	506	High
Spouse	5,050	18.4%	397	High
Parent	4,001	14.6%	592	High
Parent-in-law	1,982	7.2%	404	Medium
Other Relative	843	3.1%	231	Medium
Nonrelative	196	0.7%	117	Medium
Living in Nonfamily Households	6,620	24.2%	526	High
Householder	6,071	22.1%	432	High
Nonrelative	549	2.0%	2	Medium
Living in Group Quarters	602	2.2%	223	Medium



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HOUSEHOLDS BY TYPE AND SIZE AND AGE				
Family Households	59,654	77.4%	826	High
2-Person	16,479	21.4%	947	High
3-Person	14,988	19.4%	908	High
4-Person	15,526	20.1%	831	High
5-Person	7,783	10.1%	566	High
6-Person	3,162	4.1%	445	High
7+ Person	1,716	2.2%	273	High
Nonfamily Households	17,408	22.6%	1,026	High
1-Person	14,509	18.8%	943	High
2-Person	2,402	3.1%	342	High
3-Person	339	0.4%	130	Medium
4-Person	123	0.2%	115	Low
5-Person	28	0.0%	27	Low
6-Person	0	0.0%	29	Low
7+ Person	7	0.0%	12	Low
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	34,908	45.3%	860	High
Family households	34,711	45.0%	853	High
Married-couple family	24,593	31.9%	884	High
Male householder, no wife present	2,801	3.6%	360	High
Female householder, no husband present	7,317	9.5%	599	High
Nonfamily households	197	0.3%	131	Low
Households with no people under 18 years	42,154	54.7%	1,294	High
Married-couple family	18,286	23.7%	923	High
Other family	6,657	8.6%	639	High
Nonfamily households	17,211	22.3%	1,031	High
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	18,828	24.4%	685	High
1-Person	5,619	7.3%	402	High
2+ Person Family	12,584	16.3%	663	High
2+ Person Nonfamily	625	0.8%	162	Medium
Households with No Pop 65+	58,234	75.6%	985	High
1-Person	8,890	11.5%	807	High
2+ Person Family	47,070	61.1%	874	High
2+ Person Nonfamily	2,274	3.0%	365	High



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	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	235,092	100.0%	1,159	
5 to 17 years				
Speak only English	24,364	10.4%	1,510	
Speak Spanish	22,629	9.6%	1,404	
Speak English "very well" or "well"	21,479	9.1%	1,423	
Speak English "not well"	999	0.4%	276	
Speak English "not at all"	151	0.1%	79	
Speak other Indo-European languages	397	0.2%	157	
Speak English "very well" or "well"	386	0.2%	152	
Speak English "not well"	11	0.0%	14	
Speak English "not at all"	0	0.0%	29	
Speak Asian and Pacific Island languages	2,506	1.1%	511	
Speak English "very well" or "well"	2,399	1.0%	492	
Speak English "not well"	101	0.0%	85	
Speak English "not at all"	6	0.0%	9	
Speak other languages	53	0.0%	47	
Speak English "very well" or "well"	53	0.0%	47	
Speak English "not well"	0	0.0%	29	
Speak English "not at all"	0	0.0%	29	
18 to 64 years				
Speak only English	64,847	27.6%	2,022	
Speak Spanish	74,694	31.8%	1,908	
Speak English "very well" or "well"	61,817	26.3%	2,001	
Speak English "not well"	10,217	4.3%	848	
Speak English "not at all"	2,660	1.1%	464	
Speak other Indo-European languages	1,966	0.8%	517	
Speak English "very well" or "well"	1,669	0.7%	362	
Speak English "not well"	258	0.1%	194	
Speak English "not at all"	39	0.0%	37	
Speak Asian and Pacific Island languages	15,661	6.7%	1,247	
Speak English "very well" or "well"	14,189	6.0%	1,222	
Speak English "not well"	1,422	0.6%	483	
Speak English "not at all"	50	0.0%	66	
Speak other languages	563	0.2%	238	
Speak English "very well" or "well"	506	0.2%	220	
Speak English "not well"	57	0.0%	66	
Speak English "not at all"	0	0.0%	29	
65 years and over				
Speak only English	11,562	4.9%	694	
Speak Spanish	10,413	4.4%	671	
Speak English "very well" or "well"	5,018	2.1%	472	
Speak English "not well"	3,115	1.3%	394	
Speak English "not at all"	2,280	1.0%	344	
Speak other Indo-European languages	608	0.3%	272	
Speak English "very well" or "well"	476	0.2%	262	
Speak English "not well"	93	0.0%	69	
Speak English "not at all"	39	0.0%	54	
Speak Asian and Pacific Island languages	4,730	2.0%	611	
Speak English "very well" or "well"	3,409	1.5%	551	
Speak English "not well"	1,039	0.4%	289	
Speak English "not at all"	282	0.1%	303	
Speak other languages	99	0.0%	65	
Speak English "very well" or "well"	48	0.0%	31	
Speak English "not well"	10	0.0%	15	
Speak English "not at all"	41	0.0%	49	

Source: U.S. Census Bureau, 2010-2014 American Community Survey

Reliability: high medium low

November 01, 2016



ACS Population Summary

Chula Vista City, CA [All CV]
 Chula Vista City, CA (0613392)
 Geography: Place

Prepared by Esri

	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	108,217	100.0%	2,135	High
Worked in state and in county of residence	105,348	97.3%	2,200	High
Worked in state and outside county of residence	1,136	1.0%	218	High
Worked outside state of residence	1,733	1.6%	368	Medium
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	108,217	100.0%	2,135	High
Drove alone	85,551	79.1%	2,244	High
Carpooled	11,900	11.0%	1,003	High
Public transportation (excluding taxicab)	3,220	3.0%	515	High
Bus or trolley bus	2,951	2.7%	500	High
Streetcar or trolley car	260	0.2%	128	Medium
Subway or elevated	0	0.0%	29	Low
Railroad	9	0.0%	13	Low
Ferryboat	0	0.0%	29	Low
Taxicab	7	0.0%	11	Low
Motorcycle	515	0.5%	193	Medium
Bicycle	291	0.3%	122	Medium
Walked	1,556	1.4%	439	Medium
Other means	1,112	1.0%	254	Medium
Worked at home	4,065	3.8%	570	High
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	104,152	100.0%	2,165	High
Less than 5 minutes	750	0.7%	197	Medium
5 to 9 minutes	5,963	5.7%	705	High
10 to 14 minutes	11,527	11.1%	976	High
15 to 19 minutes	15,961	15.3%	1,108	High
20 to 24 minutes	18,743	18.0%	1,100	High
25 to 29 minutes	8,878	8.5%	811	High
30 to 34 minutes	17,855	17.1%	1,382	High
35 to 39 minutes	2,982	2.9%	517	High
40 to 44 minutes	5,075	4.9%	593	High
45 to 59 minutes	9,325	9.0%	746	High
60 to 89 minutes	5,139	4.9%	696	High
90 or more minutes	1,954	1.9%	468	Medium
Average Travel Time to Work (in minutes)	27.1		0.9	High
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	78,373	100.0%	1,077	High
Own children under 6 years only	7,407	9.5%	726	High
In labor force	4,824	6.2%	496	High
Not in labor force	2,583	3.3%	472	High
Own children under 6 years and 6 to 17 years	6,552	8.4%	580	High
In labor force	4,505	5.7%	518	High
Not in labor force	2,047	2.6%	339	High
Own children 6 to 17 years only	18,640	23.8%	912	High
In labor force	13,400	17.1%	808	High
Not in labor force	5,240	6.7%	643	High
No own children under 18 years	45,774	58.4%	1,551	High
In labor force	33,291	42.5%	1,406	High
Not in labor force	12,483	15.9%	1,112	High

Source: U.S. Census Bureau, 2010-2014 American Community Survey

Reliability: High Medium Low

November 01, 2016



ACS Population Summary

Chula Vista City, CA [All CV]
 Chula Vista City, CA (0613392)
 Geography: Place

Prepared by Esri

	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	248,814	100.0%	602	High
Under 18 years:	67,829	27.3%	1,637	High
One Type of Health Insurance:	58,329	23.4%	1,580	High
Employer-Based Health Ins Only	32,162	12.9%	1,753	High
Direct-Purchase Health Ins Only	5,463	2.2%	921	High
Medicare Coverage Only	1,378	0.6%	559	Medium
Medicaid Coverage Only	15,018	6.0%	1,241	High
TRICARE/Military Hlth Cov Only	4,187	1.7%	794	High
VA Health Care Only	121	0.0%	88	Low
2+ Types of Health Insurance	3,994	1.6%	587	High
No Health Insurance Coverage	5,506	2.2%	805	High
18 to 34 years:	60,946	24.5%	1,653	High
One Type of Health Insurance:	43,036	17.3%	1,663	High
Employer-Based Health Ins Only	29,982	12.0%	1,567	High
Direct-Purchase Health Ins Only	3,896	1.6%	624	High
Medicare Coverage Only	844	0.3%	357	Medium
Medicaid Coverage Only	4,824	1.9%	561	High
TRICARE/Military Hlth Cov Only	3,205	1.3%	501	High
VA Health Care Only	285	0.1%	136	Medium
2+ Types of Health Insurance	2,672	1.1%	419	High
No Health Insurance Coverage	15,238	6.1%	1,013	High
35 to 64 years:	92,976	37.4%	1,703	High
One Type of Health Insurance:	66,933	26.9%	1,625	High
Employer-Based Health Ins Only	49,994	20.1%	1,698	High
Direct-Purchase Health Ins Only	6,749	2.7%	926	High
Medicare Coverage Only	1,119	0.4%	343	Medium
Medicaid Coverage Only	5,192	2.1%	527	High
TRICARE/Military Hlth Cov Only	3,394	1.4%	496	High
VA Health Care Only	485	0.2%	148	Medium
2+ Types of Health Insurance	8,536	3.4%	769	High
No Health Insurance Coverage	17,507	7.0%	1,200	High
65+ years:	27,063	10.9%	980	High
One Type of Health Insurance:	7,393	3.0%	586	High
Employer-Based Health Ins Only	1,078	0.4%	317	Medium
Direct-Purchase Health Ins Only	176	0.1%	92	Medium
Medicare Coverage Only	6,094	2.4%	503	High
TRICARE/Military Hlth Cov Only	45	0.0%	49	Low
VA Health Care Only	0	0.0%	29	Low
2+ Types of Health Insurance:	18,694	7.5%	853	High
Employer-Based & Direct-Purchase Health Insurance	21	0.0%	26	Low
Employer-Based Health & Medicare Insurance	3,247	1.3%	390	High
Direct-Purchase Health & Medicare Insurance	2,123	0.9%	316	High
Medicare & Medicaid Coverage	6,546	2.6%	615	High
Other Private Health Insurance Combos	16	0.0%	19	Low
Other Public Health Insurance Combos	411	0.2%	145	Medium
Other Health Insurance Combinations	6,330	2.5%	501	High
No Health Insurance Coverage	976	0.4%	232	Medium

Source: U.S. Census Bureau, 2010-2014 American Community Survey

Reliability: High Medium Low



ACS Population Summary

Chula Vista City, CA [All CV]
 Chula Vista City, CA (0613392)
 Geography: Place

Prepared by Esri

	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	251,465	100.0%	260	High
Under .50	11,509	4.6%	1,570	High
.50 to .99	18,915	7.5%	2,121	High
1.00 to 1.24	10,029	4.0%	1,504	High
1.25 to 1.49	10,952	4.4%	1,616	High
1.50 to 1.84	17,760	7.1%	2,188	High
1.85 to 1.99	7,688	3.1%	1,475	High
2.00 and over	174,612	69.4%	3,616	High
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	181,873	100.0%	1,724	High
Veteran	18,504	10.2%	957	High
Nonveteran	163,369	89.8%	1,938	High
Male	84,611	46.5%	1,512	High
Veteran	16,537	9.1%	837	High
Nonveteran	68,074	37.4%	1,558	High
Female	97,262	53.5%	1,229	High
Veteran	1,967	1.1%	380	High
Nonveteran	95,295	52.4%	1,281	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	18,504	100.0%	957	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	3,355	18.1%	482	High
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	2,201	11.9%	399	High
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	73	0.4%	47	Medium
Gulf War (8/90 to 8/01), no Vietnam Era	2,757	14.9%	524	High
Gulf War (8/90 to 8/01) and Vietnam Era	477	2.6%	143	Medium
Vietnam Era, no Korean War, no World War II	4,379	23.7%	451	High
Vietnam Era and Korean War, no World War II	432	2.3%	125	Medium
Vietnam Era and Korean War and World War II	115	0.6%	47	Medium
Korean War, no Vietnam Era, no World War II	881	4.8%	180	Medium
Korean War and World War II, no Vietnam Era	117	0.6%	51	Medium
World War II, no Korean War, no Vietnam Era	629	3.4%	138	Medium
Between Gulf War and Vietnam Era only	2,128	11.5%	366	High
Between Vietnam Era and Korean War only	868	4.7%	191	Medium
Between Korean War and World War II only	84	0.5%	54	Medium
Pre-World War II only	8	0.0%	10	Low
HOUSEHOLDS BY POVERTY STATUS				
Total	77,062	100.0%	1,018	High
Income in the past 12 months below poverty level	9,390	12.2%	729	High
Married-couple family	2,175	2.8%	374	High
Other family - male householder (no wife present)	753	1.0%	205	Medium
Other family - female householder (no husband present)	3,094	4.0%	458	High
Nonfamily household - male householder	1,125	1.5%	256	Medium
Nonfamily household - female householder	2,243	2.9%	362	High
Income in the past 12 months at or above poverty level	67,672	87.8%	1,122	High
Married-couple family	40,704	52.8%	1,001	High
Other family - male householder (no wife present)	3,999	5.2%	482	High
Other family - female householder (no husband present)	8,929	11.6%	643	High
Nonfamily household - male householder	6,956	9.0%	723	High
Nonfamily household - female householder	7,084	9.2%	610	High

Source: U.S. Census Bureau, 2010-2014 American Community Survey

Reliability: High Medium Low

November 01, 2016



ACS Population Summary

Chula Vista City, CA [All CV]
 Chula Vista City, CA (0613392)
 Geography: Place

Prepared by Esri

	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	18,201	23.6%	796	High
No Social Security Income	58,861	76.4%	1,057	High
Retirement Income	14,702	19.1%	713	High
No Retirement Income	62,360	80.9%	1,062	High
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	416	1.3%	159	Medium
10-14.9% of Income	1,143	3.5%	222	High
15-19.9% of Income	2,823	8.8%	452	High
20-24.9% of Income	3,527	10.9%	451	High
25-29.9% of Income	3,906	12.1%	405	High
30-34.9% of Income	3,143	9.8%	349	High
35-39.9% of Income	2,217	6.9%	417	High
40-49.9% of Income	3,108	9.6%	382	High
50+% of Income	10,974	34.1%	906	High
Gross Rent % Inc Not Computed	963	3.0%	224	Medium
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	77,062	100.0%	1,018	High
With public assistance income	2,033	2.6%	344	High
No public assistance income	75,029	97.4%	1,173	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	77,062	100.0%	1,018	High
With Food Stamps/SNAP	6,030	7.8%	540	High
With No Food Stamps/SNAP	71,032	92.2%	1,117	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	77,062	100.0%	1,018	High
With 1+ Persons w/Disability	16,263	21.1%	870	High
With No Person w/Disability	60,799	78.9%	1,421	High

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2014, adjusted for inflation.

2010-2014 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2010-2014 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



Community Profile

Chula Vista City, CA [All CV]
 Chula Vista City, CA (0613392)
 Geography: Place

Prepared by Esri

	Chula Vista c...
Population Summary	
2000 Total Population	175,855
2010 Total Population	243,916
2016 Total Population	263,540
2016 Group Quarters	1,791
2021 Total Population	280,941
2016-2021 Annual Rate	1.29%
Household Summary	
2000 Households	58,336
2000 Average Household Size	2.99
2010 Households	75,515
2010 Average Household Size	3.21
2016 Households	79,802
2016 Average Household Size	3.28
2021 Households	84,312
2021 Average Household Size	3.31
2016-2021 Annual Rate	1.11%
2010 Families	59,408
2010 Average Family Size	3.60
2016 Families	62,909
2016 Average Family Size	3.68
2021 Families	66,579
2021 Average Family Size	3.71
2016-2021 Annual Rate	1.14%
Housing Unit Summary	
2000 Housing Units	60,125
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	41.1%
Vacant Housing Units	3.0%
2010 Housing Units	79,416
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	39.9%
Vacant Housing Units	4.9%
2016 Housing Units	84,170
Owner Occupied Housing Units	53.8%
Renter Occupied Housing Units	41.0%
Vacant Housing Units	5.2%
2021 Housing Units	88,362
Owner Occupied Housing Units	54.1%
Renter Occupied Housing Units	41.3%
Vacant Housing Units	4.6%
Median Household Income	
2016	\$65,408
2021	\$76,077
Median Home Value	
2016	\$425,607
2021	\$474,691
Per Capita Income	
2016	\$25,930
2021	\$27,993
Median Age	
2010	33.7
2016	34.5
2021	35.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

November 01, 2016



Community Profile

Chula Vista City, CA [All CV]
Chula Vista City, CA (0613392)
Geography: Place

Prepared by Esri

Chula Vista c...

2016 Households by Income

Household Income Base	79,801
<\$15,000	10.0%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	8.6%
\$200,000+	5.2%

Average Household Income \$84,509

2021 Households by Income

Household Income Base	84,312
<\$15,000	10.4%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	11.3%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	9.8%
\$200,000+	5.8%

Average Household Income \$92,177

2016 Owner Occupied Housing Units by Value

Total	45,286
<\$50,000	5.8%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	1.6%
\$150,000 - \$199,999	2.2%
\$200,000 - \$249,999	4.5%
\$250,000 - \$299,999	6.5%
\$300,000 - \$399,999	22.1%
\$400,000 - \$499,999	22.9%
\$500,000 - \$749,999	24.5%
\$750,000 - \$999,999	5.9%
\$1,000,000 +	2.5%

Average Home Value \$453,546

2021 Owner Occupied Housing Units by Value

Total	47,781
<\$50,000	4.8%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	1.5%
\$200,000 - \$249,999	1.9%
\$250,000 - \$299,999	2.3%
\$300,000 - \$399,999	13.2%
\$400,000 - \$499,999	32.0%
\$500,000 - \$749,999	30.4%
\$750,000 - \$999,999	8.0%
\$1,000,000 +	3.5%

Average Home Value \$510,736

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

November 01, 2016



Community Profile

Chula Vista City, CA [All CV]
Chula Vista City, CA (0613392)
Geography: Place

Prepared by Esri

	Chula Vista c...
2010 Population by Age	
Total	243,916
0 - 4	7.2%
5 - 9	7.5%
10 - 14	8.1%
15 - 24	15.3%
25 - 34	13.7%
35 - 44	15.2%
45 - 54	13.8%
55 - 64	9.2%
65 - 74	5.3%
75 - 84	3.4%
85 +	1.4%
18 +	72.1%
2016 Population by Age	
Total	263,536
0 - 4	7.0%
5 - 9	7.1%
10 - 14	7.5%
15 - 24	14.2%
25 - 34	15.0%
35 - 44	14.3%
45 - 54	13.4%
55 - 64	10.3%
65 - 74	6.4%
75 - 84	3.4%
85 +	1.4%
18 +	74.0%
2021 Population by Age	
Total	280,943
0 - 4	7.1%
5 - 9	7.0%
10 - 14	7.1%
15 - 24	12.4%
25 - 34	16.3%
35 - 44	15.1%
45 - 54	12.4%
55 - 64	10.5%
65 - 74	7.2%
75 - 84	3.7%
85 +	1.4%
18 +	74.9%
2010 Population by Sex	
Males	118,145
Females	125,771
2016 Population by Sex	
Males	127,921
Females	135,615
2021 Population by Sex	
Males	136,742
Females	144,201

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



Community Profile

Chula Vista City, CA [All CV]
 Chula Vista City, CA (0613392)
 Geography: Place

Prepared by Esri

	Chula Vista c...
2010 Population by Race/Ethnicity	
Total	243,916
White Alone	53.7%
Black Alone	4.6%
American Indian Alone	0.8%
Asian Alone	14.4%
Pacific Islander Alone	0.6%
Some Other Race Alone	20.2%
Two or More Races	5.8%
Hispanic Origin	58.2%
Diversity Index	84.0
2016 Population by Race/Ethnicity	
Total	263,540
White Alone	52.3%
Black Alone	4.5%
American Indian Alone	0.7%
Asian Alone	15.1%
Pacific Islander Alone	0.5%
Some Other Race Alone	20.8%
Two or More Races	6.1%
Hispanic Origin	59.8%
Diversity Index	84.5
2021 Population by Race/Ethnicity	
Total	280,941
White Alone	51.5%
Black Alone	4.3%
American Indian Alone	0.7%
Asian Alone	15.8%
Pacific Islander Alone	0.5%
Some Other Race Alone	21.1%
Two or More Races	6.2%
Hispanic Origin	61.4%
Diversity Index	84.7
2010 Population by Relationship and Household Type	
Total	243,916
In Households	99.3%
In Family Households	90.6%
Householder	24.4%
Spouse	17.3%
Child	37.9%
Other relative	8.2%
Nonrelative	2.9%
In Nonfamily Households	8.6%
In Group Quarters	0.7%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

November 01, 2016



Community Profile

Chula Vista City, CA [All CV]
 Chula Vista City, CA (0613392)
 Geography: Place

Prepared by Esri

	Chula Vista c...
2016 Population 25+ by Educational Attainment	
Total	169,233
Less than 9th Grade	8.3%
9th - 12th Grade, No Diploma	9.7%
High School Graduate	17.1%
GED/Alternative Credential	3.3%
Some College, No Degree	23.9%
Associate Degree	9.5%
Bachelor's Degree	19.4%
Graduate/Professional Degree	9.0%
2016 Population 15+ by Marital Status	
Total	206,583
Never Married	33.5%
Married	52.3%
Widowed	5.1%
Divorced	9.1%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	92.5%
Civilian Unemployed	7.5%
2016 Employed Population 16+ by Industry	
Total	115,283
Agriculture/Mining	0.3%
Construction	5.1%
Manufacturing	8.2%
Wholesale Trade	2.9%
Retail Trade	11.7%
Transportation/Utilities	5.5%
Information	1.8%
Finance/Insurance/Real Estate	6.0%
Services	49.4%
Public Administration	9.1%
2016 Employed Population 16+ by Occupation	
Total	115,285
White Collar	61.4%
Management/Business/Financial	13.5%
Professional	21.5%
Sales	10.7%
Administrative Support	15.8%
Services	20.1%
Blue Collar	18.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	3.1%
Production	4.7%
Transportation/Material Moving	5.7%
2010 Population By Urban/ Rural Status	
Total Population	243,916
Population Inside Urbanized Area	99.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



Community Profile

Chula Vista City, CA [All CV]
 Chula Vista City, CA (0613392)
 Geography: Place

Prepared by Esri

	Chula Vista c...
2010 Households by Type	
Total	75,515
Households with 1 Person	16.7%
Households with 2+ People	83.3%
Family Households	78.7%
Husband-wife Families	55.8%
With Related Children	32.9%
Other Family (No Spouse Present)	22.8%
Other Family with Male Householder	6.2%
With Related Children	3.6%
Other Family with Female Householder	16.6%
With Related Children	10.7%
Nonfamily Households	4.7%
All Households with Children	47.8%
Multigenerational Households	9.8%
Unmarried Partner Households	5.6%
Male-female	4.9%
Same-sex	0.7%
2010 Households by Size	
Total	75,515
1 Person Household	16.7%
2 Person Household	24.2%
3 Person Household	18.8%
4 Person Household	19.9%
5 Person Household	11.3%
6 Person Household	5.1%
7 + Person Household	4.1%
2010 Households by Tenure and Mortgage Status	
Total	75,515
Owner Occupied	58.1%
Owned with a Mortgage/Loan	48.3%
Owned Free and Clear	9.8%
Renter Occupied	41.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	79,416
Housing Units Inside Urbanized Area	99.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

November 01, 2016



Community Profile

Chula Vista City, CA [All CV]
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		Chula Vista c...
Top 3 Tapestry Segments		
	1.	Boomburbs (1C)
	2.	Urban Villages (7B)
	3.	Southwestern Families (7F)
2016 Consumer Spending		
Apparel & Services: Total \$		\$180,325,178
Average Spent		\$2,259.66
Spending Potential Index		112
Education: Total \$		\$123,665,463
Average Spent		\$1,549.65
Spending Potential Index		110
Entertainment/Recreation: Total \$		\$253,189,894
Average Spent		\$3,172.73
Spending Potential Index		109
Food at Home: Total \$		\$428,179,250
Average Spent		\$5,365.52
Spending Potential Index		108
Food Away from Home: Total \$		\$272,863,500
Average Spent		\$3,419.26
Spending Potential Index		111
Health Care: Total \$		\$437,453,182
Average Spent		\$5,481.73
Spending Potential Index		103
HH Furnishings & Equipment: Total \$		\$155,457,831
Average Spent		\$1,948.04
Spending Potential Index		110
Personal Care Products & Services: Total \$		\$64,515,931
Average Spent		\$808.45
Spending Potential Index		110
Shelter: Total \$		\$1,406,944,375
Average Spent		\$17,630.44
Spending Potential Index		113
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$193,091,991
Average Spent		\$2,419.64
Spending Potential Index		104
Travel: Total \$		\$166,999,019
Average Spent		\$2,092.67
Spending Potential Index		112
Vehicle Maintenance & Repairs: Total \$		\$88,523,664
Average Spent		\$1,109.29
Spending Potential Index		107

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

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